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1955

15th YEAR • A WEEKLY PUBLICATION

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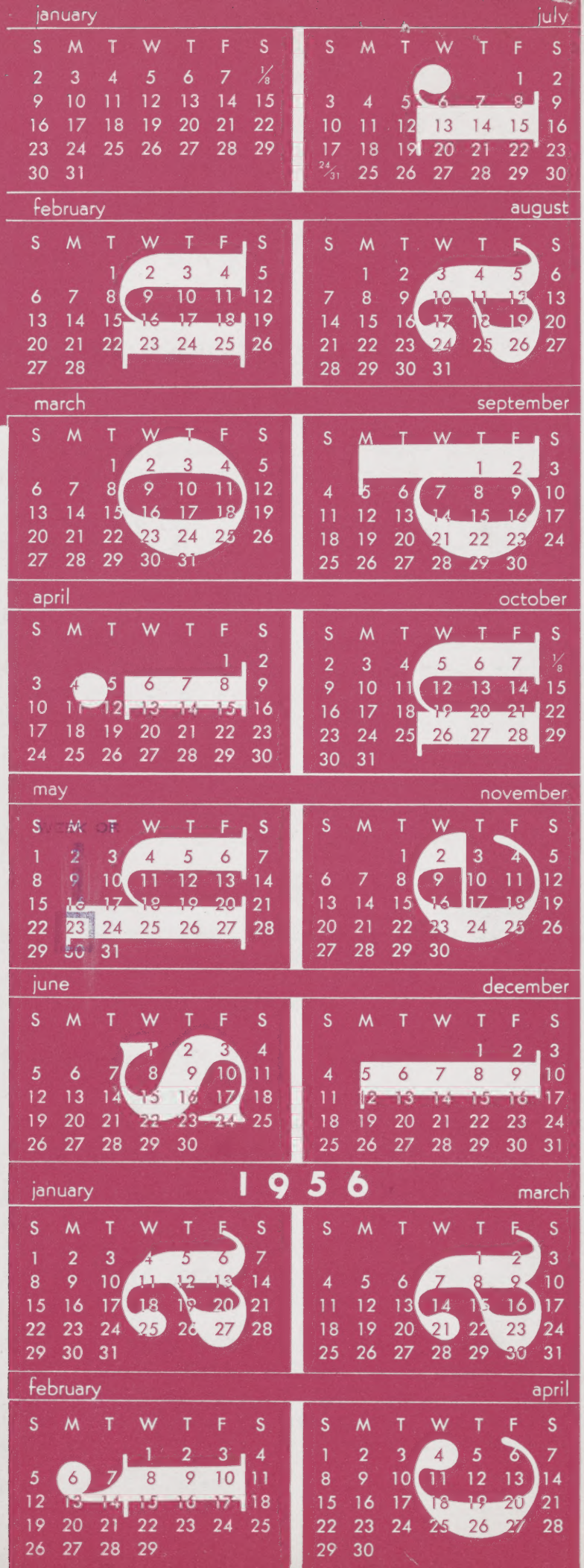

8 EAST 77th STREET
NEW YORK 21, N. Y.

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
	WEEK BEGINNING MONDAY, MAY 23, 1955		
Beginning Monday May 23 9:00 A.M.-3:30 P.M.	PREVIEW OF FALL FASHIONS Fashions from Charm's August-September "Best Dressed Woman in the World" issues, featuring a promotion and display blueprint. Open to store buyers, merchandise managers, display directors, promotion executives, buying offices. August merchandise from May 23; September, from June 13. For appointments, contact Estelle Ellis, Promotion Director, PL. 9-2080.	CHARM MAGAZINE	1384 BROADWAY CHARM SHOWROOM-18 FL.
Monday May 23 10:00 A.M. Breakfast	PRESS PREVIEW OF HAND-KNIT FASHIONS Macy's will preview hand-knit fashions, styled by Nomotta. (Note Change of Date). By invitation only. Customer showings: Wed., May 25 at 2:00 P.M.; Thurs., May 26 at 2:00 P.M. and 7:00 P.M.--Needlework Shop, 6th Floor. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Beginning Monday May 23	OPENING OF EARLY FALL COTTON COLLECTION Showing of early Fall cotton collection by Lanz Originals. (Complete Fall collection opens June 6). Contact: Audrey Weymouth, OX. 5-3150.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FL.
Beginning Monday May 23	OPENING: FALL & WINTER RAINWEAR Showing of Fall and Winter rainwear, designed by Adele Lawrence. Press by appointment. Contact: Norman Lawrence, CH. 4-3815.	LAWRENCE OF LONDON	512 SEVENTH AVENUE SHOWROOM - 20TH FL.
Beginning Monday May 23	SWEDISH HANDKNIT SWEATERS & ACCESSORIES Showing of Swedish handknits. Contact: Ellen Lockwood, WI. 7-6122.	BOHUS STICKNING	ELLEN LOCKWOOD 1410 BROADWAY-19 FL.
Beginning Monday May 23	OPENING OF FALL COLLECTION "Landscape Hues"--coordinates, separates and skirts. Contact: LO.4-4700.	SPORTEENS, INC.	1359 BROADWAY SHOWROOM - 7TH FLOOR
Tuesday May 24 10:30 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION Seymour Fox will invite the press to preview his Fall coat and suit collection. By invitation. Trade showings, appointment only, at 10:00 A.M., June 7, 8, 9, 14, 15, 16, 21, 22, 24. Publicity: Sally McKay, LO. 4-3246.	SEYMOUR FOX	512 SEVENTH AVENUE SHOWROOM - 22ND FL.
Tuesday May 24 12:15 P.M. Luncheon	PRESS PREVIEW: FALL CORDUROY COLLECTION "City Girl - Country Girl"--Cone Mills presents their Fall corduroy collection. Commentator: Ilka Chase. By invitation. Cone Mills Contact: Jane McCrory, WO. 6-3300. Publicity: Ruth Hammer Associates, EL.5-7872.	CONE MILLS, INC. (59 WORTH STREET)	HOTEL PIERRE COTILLION ROOM

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 24 3:00 P.M. Champagne	PREVIEW OF FALL SKIRTS & SEPARATES	LEYTON SPORTSWEAR, INC.	1384 BROADWAY SHOWROOM - 16TH FLOOR
	Preview of Leyton's Fall collection of skirts and coordinates, designed by Jean Mersel. By invitation only. Contact: Ethel Barlow, PE. 6-2515.		
Tuesday May 24 3:00 P.M.	PREVIEW OF FALL DRESS COLLECTION	SEYMOUR JACOBSON, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
	Preview for press and resident buyers of Seymour Jacobson's daytime and evening fashions. By invitation. Trade, beginning Tues., June 7, at 12:00 Noon daily. Contact: CH. 4-3488.		
Tuesday May 24 4:00 P.M. Cocktails	PREVIEW: FALL SUIT COLLECTIONS	DAVID CRYSTAL & LADY NORTHCOOL	HOTEL AMBASSADOR BALLROOM
	Preview of David Crystal suits and Lady Northcool suits. By invitation only. Publicity: Terry Mayer at David Crystal, BR. 9-6560.		
Wednesday May 25 11:00 A.M. Aperitif	PRESS PREVIEW: FURS BY HUBERT DE GIVENCHY	JOHN F. MORRIS, INC.	HOTEL PLAZA STATE SUITE
	A preview of Hubert de Givenchy's Fall and Winter fur collection, designed for John F. Morris in New York. By invitation only. Publicity: Ruth Hammer Associates, 2 W. 59th St., EL. 5-7872.		
Wednesday May 25 12:30 P.M. Luncheon	PARIS IMPORT FASHIONS BY TRICOSA	FEDER FASHIONS (16 EAST 52ND ST.)	HOTEL AMBASSADOR
	Formal showing of suits, dresses, sweaters and separates by Tricosa of Paris, imported by Feder Fashions. Sponsored by M. Henri Beaujard, commercial counselor of France. By invitation only, for press and buyers. Publicity: Sue Gardner, 98 Riverside Drive, TR. 7-4952.		
Wednesday May 25 3:00 P.M. Champagne	PREVIEW OF FALL SPORTSWEAR	TUDOR SQUARE SPORTSWEAR, INC.	533 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Hand-tailored sportswear, skirts and coordinates, designed by Ruth Ramos. By invitation. Publicity: Ken Williams, 124 W. 55th St., JU. 6-8217.		
Wednesday May 25 3:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION	BAGEDONOW	247 WEST 38TH STREET SHOWROOM - 4TH FLOOR
	Bagedonow will preview their Fall collection of coats, suits and ensembles in their new showroom, followed by cocktails. By invitation only. Publicity: Maxwell-Gray Fashion Service, 527 Lexington, PL. 3-5556.		
Wednesday May 25 4:00 P.M. Cocktails	PREVIEW OF COCKTAIL FASHIONS FROM ITALY	SORELLE STEINER OF MILAN	HOTEL PLAZA WHITE & GOLD SUITE
	Afternoon and evening fashions, designed by Italian couturieres Sorelle Steiner of Milan. By invitation only. Publ.: Donna Cannon, MU. 7-5447.		
Thursday May 26 10:30 A.M.	PREVIEW: JACQUES FATH FALL COLLECTION	SCHINDELHEIM & LUPIA	491 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	The Jacques Fath Fall coat and suit collection for Schindelheim & Lupia at press preview. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.		
Thursday May 26 12:00 Noon Luncheon	PREVIEW OF FALL COLLECTION	NELLY DE GRAB (533 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
	Preview of Nelly de Grab's Fall collection. By invitation only. Trade showings from Tues., May 31, at their showroom. Contact: BR. 9-2581. Publicity: Sidney Dee Bloeme, JU. 6-4490.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday May 26 12:00 Noon Luncheon	"TOMMIES" SLEEPWEAR & LOUNGEWEAR FOR FALL Kaylon will present the Fall and Back-To-School collection of "Tommies" sleepwear and loungewear. By invitation only for press and buying offices. Contact: Betty Greenwald at Kaylon, MU. 9-6292.	KAYLON, INC.	HOTEL AMBASSADOR BALLROOM
Thursday May 26 2:30 P.M.	OPENING COLLECTION BY MILDRED ORRICK Guild Originals will present a preview of their opening collection of Fall dresses for sizes 7 to 15 and 8 to 18, designed by Mildred Orrick. By invitation only. Contact: Frank Bender, CH. 4-8857.	GUILD ORIGINALS, INC.	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Thursday May 26 4:00 P.M. Cocktails	PREVIEW OF FALL DRESS COLLECTION David Crystal will present their Fall dress collection. (Note Change of Place.) By invitation. Publicity: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday May 26 4:00 P.M. Cocktails	PREVIEW OF FALL COTTON KNIT FASHIONS Stylecraft will preview their Fall cotton knit fashions for children, girls and misses. By invitation. Contact: Jerome Rosenblum, MU. 5-8343.	STYLECRAFT HOSIERY CO.	7 EAST 37TH STREET SHOWROOM - 8TH FLOOR
May 30	MEMORIAL DAY--Legal Holiday (Monday).		
Tuesday May 31 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION Elfreda's Fall collection, designed by Andrew Woods, will be presented to the press. By invitation. Trade showings from June 7 at 1:00 P.M. daily. Contact: Marilyn Carroll or Joe Arnone, CH. 4-2659.	ELDREDA, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Wednesday June 1 8:45 A.M. Breakfast	BREAKFAST CLINIC AND "AUGUST" ISSUE FASHIONS Presentation of Fall fashions from the August issue. Admission by ticket for promotional tie-in stores. Contact: Frances Hodges, PL. 9-8100.	SEVENTEEN MAGAZINE	HOTEL AMBASSADOR PARK AVE. AT 51ST ST.
Wednesday June 1 9:30 A.M.-12:00 Noon Breakfast	PREVIEW OF SCARVES FOR FALL Press preview of Fall and Winter Scarves by Vera, with introduction of officials from Haiti. By invitation only. Daily trade showings from June 6. Contact: OR. 9-3026. Publicity: Florence Brobeck, MU. 8-8197.	SCARVES BY VERA	417 FIFTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday June 1 9:30 A.M.-5:00 P.M.	PREMIERE SHOWING OF NEW SHOE FASHIONS First showing of the new Mannequin Shoes for Fall and Winter. By invitation only. Contact: Ruth Prince, PE. 6-5700, Ext. 1195.	MANNEQUIN SHOES, INC. (DIV. OF GENERAL SHOE)	WALDORF-ASTORIA ASSEMBLY SUITE
Beginning Wednesday June 1 10:00 A.M.	OPENING OF FALL COLLECTION The Adele Simpson Fall collection will be presented at 10:00 A.M. By invitation and appointment only. Contact: LA. 4-7626.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Wednesday June 1 12:00 Noon Luncheon	ANNUAL INFANTS' LUNCHEON SHOW Kleinert's annual luncheon for infants' wear buyers and press. By invitation. Publicity: Virginia MacAuley at Kleinert's, MU. 2-8891.	KLEINERT'S (485 FIFTH AVENUE)	HOTEL SHERATON ASTOR GRAND BALLROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday June 1 12:30 P.M. Luncheon	EIGHTEENTH ANNUAL GRADUATION LUNCHEON	TOBE-COBURN INSTITUTE FOR FASHION CAREERS	WALDORF-ASTORIA EMPIRE ROOM
	Presentation of awards to outstanding alumnae. Tobe-Coburn contact: Florence Schaeffer, TR. 9-4644. Publicity: Beatrice Cannon, CH. 4-1219.		
Wednesday June 1 3:45 P.M. Cocktails	PREVIEW OF FALL COLLECTION	HEATHERLANE	1385 BROADWAY SHOWROOM - 2ND FLOOR
	Heatherlane will preview their Fall collection, designed by Melba Hobson, in regular and junior sizes. By invitation only. Trade showings daily from June 2. Contact: WI. 7-5285. Publ: Sidney Dee Bloeme, JU. 6-4490.		
Wednesday June 1 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION	PIERRE BALMAIN, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FL.
	Preview for the press of the Pierre Balmain collection for Fall-Winter 1955. Trade showings June 8, 9, 10, 13, 15, 17 at 10:30 A.M. By invitation only. Contact: Dorothy Smith, CH. 4-2659.		
Beginning Wednesday June 1	OPENING OF FALL COLLECTION	ROSSINO & ANGELA	19 WEST 57TH STREET SHOWROOM
	Afternoon, cocktail, evening fashions. By appointment. Contact: PL. 5-9135.		
Beginning Wednesday June 1	PREVIEW OF FALL COLLECTION	ELEANORA GARNETT	47 EAST 51ST STREET SALON
	Showing of daytime, cocktail and evening fashions. Contact: Ruth Lynford, EL. 5-5275. Publicity: Elizabeth Maher Assoc., EL. 5-4248.		
Beginning Wednesday June 1	OPENING: KAREN LEE KNITTED COLLECTION	ARROWHEAD KNITTING MILLS	1407 BROADWAY SHOWROOM - 32ND FL.
	Knitted suits, dresses and ensembles for Fall. Contact: OX. 5-1168. Publicity: Laurel Cutler, C.J. Herrick, TR. 9-6310.		
Beginning Wednesday June 1	OPENING: FALL HAND KNIT DRESSES	ANN FLEISCHER	16 WEST 57TH STREET SHOWROOM
	Publicity: Sue Gardner, 98 Riverside Drive, TR. 7-4952.		
Thursday June 2 9:00 A.M. Breakfast	BONNIE CASHIN DESIGNS AT BREAKFAST PREVIEW	PHILIP SILLS; SIGGY COATS	HOTEL PIERRE BALLROOM
	Preview of Bonnie Cashin's Fall leather collection for Philip Sills; and Fall coats and suits for Siggy. Showing at 9:30 A.M. By invitation only. Publicity: Donna Cannon, 505 Fifth Ave., MU. 7-5447.		
Thursday June 2 9:30 A.M. Coffee	PRESS PREVIEW: VELVET TRANSITIONAL HATS	OHRBACH'S	3RD FLOOR MILLINERY OVAL ROOM
	Transitional velvet millinery for Summer-into-Fall will be presented to the press by Ohrbach's. By invitation. Publ: Mark Klauser, OX. 5-4000.		
Thursday June 2 10:30 A.M. And 11:30 A.M.	PRESS PREVIEWS OF FALL COLLECTIONS	LEONARD ARKIN & SON; ANDREW ARKIN, INC.	530 SEVENTH AVENUE SHOWROOM - 6TH FL.
	Fall dresses, suits and ensembles by Leonard Arkin at 10:30 A.M.--trade at 10:30 and 3:30, from June 6; Andrew Arkin at 11:30 A.M.--trade at 11:30 and 2:30, from June 6. Contact: Miss Freddy Rosenstock, WI. 7-5324.		
Thursday June 2 11:00 A.M.	ANNUAL GRADUATION LUNCHEON	LABORATORY INSTITUTE OF MERCHANDISING	WALDORF-ASTORIA SERT ROOM
	By invitation. Contact: Frieda S. Curtis, Dean, CH. 4-5288.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday June 2 11:00 A.M.	PREVIEW OF FALL COATS AND SUITS	FRANK GALLANT ORIGINALS	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
	Preview for press and resident buyers of Frank Gallant Originals -- coats and suits for Fall. By invitation. Trade showings beginning Tuesday, June 7 at 11:00 A.M. Contact: Herbert Gallant, LA. 4-7286.		
Thursday June 2 11:00 A.M. And 3:00 P.M.	PREVIEWS OF JUNIOR FALL COLLECTIONS	JACK HORWITZ ASSOCIATES	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Fall collection of coats, suits and ensembles at 11:00 A.M.; dresses and costumes at 3:00 P.M. By invitation. Trade showing from Tues., June 7 at 10:30 A.M. and 3:00 P.M. Contact: Ray Horwitz, LO. 4-1860.		
Thursday June 2 2:00 P.M.	PRESS PREVIEW OF FALL COLLECTION	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FL.
	Preview showing for resident buyers and the press of the Fall collection of Abe Schrader dresses, suits and ensembles, designed by Belle Saunders. By invitation only. Trade showings beginning Tues., June 7 at 11:30 A.M. and 3:30 P.M. Publicity: Betty Yarmon at Abe Schrader, LO. 4-9194.		
Thursday June 2 2:30 P.M.- 6:00 P.M. Cocktails	PRESS EXHIBITION OF MORSE SEWING MACHINES	MORSE SEWING MACHINE CORP. (122 W. 26 ST.)	HOTEL PLAZA WHITE & GOLD SUITE
	Exhibition and demonstration of Morse Sewing Machines, featuring new developments in design; simplified Automatic Zigzag and Straight-Stitch machines for sewing at home. By invitation only. Contact: AL. 5-2900. Publicity: Gertrude Rossiter, PL. 7-3170.		
Thursday June 2 3:30 P.M. Cocktails	PREVIEW OF FALL SUIT COLLECTIONS	BRIARBROOK & BIRCHBROOK JUNIORS	SHERRY NETHERLAND CRYSTAL PAVILION
	Preview of Briarbrook, misses and petites, and Birchbrook Juniors, designed by Stefan. By invitation. Daily showings from June 3 at 10:30 and 2:30 at 512 Seventh--11th Floor. Contact: Isabelle Crawford, BR. 9-7700.		
Thursday June 2 4:00 P.M. Cocktails	PREVIEW OF FALL JUNIOR COLLECTION	HAYETTE JUNIORS	498 SEVENTH AVENUE SHOWROOM - 23RD FL.
	Preview for press and resident buyers of the Hayette Junior collection for Fall. By invitation. Publicity: Terry Mayer, BR. 9-6560.		
Thursday June 2 4:00 P.M.	PREVIEW OF FALL COLLECTION	DONALD DRESS, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Preview for the press and resident buyers of Fall collection. By invitation. Trade, Mon., June 6 at 12:00 Noon daily. Contact: LO. 5-0525.		
Thursday June 2 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FL.
	Oleg Cassini's press preview of Fall collection. By invitation. Daily trade showings at 1:15 P.M. from Tues., June 7. Contact: BR. 9-5986. Publicity: Barbara Yarosh at Alfred Davidson Assoc., PL. 5-0868.		
Thursday June 2 4:00 P.M.- 6:00 P.M. Cocktails	HAIR FASHION SHOW-- PREMIERE FOR PRESS	AMERICAN HAIR DESIGN INSTITUTE	WALDORF-ASTORIA JANSEN SUITE
	The American Hair Design Institute presents its new fashion wing, "Coiffures Americana," for department store beauty salons in 50 cities. Hair-styling fashion show and demonstration by Ruel, Style Director. By invitation only. Publ.: Barkann & Platt, 57 W. 57th St., PL. 5-8252.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday June 2 4:00 P.M.-7:00 P.M. Cocktails	LADY HATHAWAY SHIRTS BY DIGBY MORTON	C.F. HATHAWAY CO.	HATHAWAY HOUSE 112 EAST 40TH STREET
	Designs by Digby Morton of Lady Hathaway shirts and Custom Craft skirts will be on display at a cocktail party for fashion coordinators and press. By invitation only. Publicity: Janet Laib at Hathaway, MU. 9-4157.		
Thursday June 2	PREVIEW: FALL JEWELRY COLLECTION	MARVELLA PEARLS	383 FIFTH AVENUE SHOWROOM - 5TH FLOOR
	Preview of Marvella's Fall collection of pearls and beads for resident buyers and press. By invitation. Trade from June 6. Contact: MU. 5-9671.		
Friday June 3 11:00 A.M.	PRESS PREVIEW OF FUR COLLECTION	REVILLON WHOLESALE, INC.	352 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Preview for the press of Revillon's new fur collection. By invitation only. Contact: Mr. W.C. Paige, PL. 9-5504. Trade showings daily thereafter by appointment. Contact: LO. 5-5832.		
Friday June 3 8:00 P.M. Dinner	TESTIMONIAL DINNER FOR ELIZABETH FAIRALL	LEADING RETAILERS & MANUFACTURERS	WALDORF-ASTORIA GRAND BALLROOM
	Special celebration to honor the 50 years of service of Elizabeth Fairall, vice-president of Julius Garfinckel & Co., Washington, D.C. Chairman: Dorothy Shaver. Tickets: $25.00 per person. Contact: Julia Raymond, 498 Seventh Ave., 23rd floor, CH. 4-1542.		
Sunday June 5-June 8	FALL MARKET WEEK IN CALIFORNIA	CALIFORNIA FASHION CREATORS, INC.	HOTEL AMBASSADOR LOS ANGELES, CALIF.
	Contact: Marjorie Carne, 740 South Broadway, Los Angeles, Calif.		
Monday June 6 8:30 A.M. Breakfast	PREVIEWS OF FALL COLLECTION	CAROLYN SCHNURER, INC.	1410 BROADWAY SHOWROOM - 23RD FLOOR
	Four previews--June 6: 8:30 A.M. & 12:00 Noon; June 7: 8:30 A.M. & 12:00 Noon. By invitation only. Daily breakfast for the trade, beginning Wed., June 8 at 8:30 A.M.; showing at 9:15 A.M. Contact: Lee Weber, CH. 4-4587.		
Monday June 6 9:30 A.M. Breakfast	PREVIEW: FALL RAINWEAR & RAINWEAR ACCESSORIES	HELEN VAN VLIET (525 SEVENTH AVENUE)	DUNHALL'S GRILL 1440 BROADWAY
	Helen Van Vliet will preview her Fall collection of rainwear and accessories. (Note Change of Date & Place.) By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.		
Monday June 6 10:30 A.M. Breakfast	PRESS PREVIEW OF FALL COLLECTION	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	Hannah Troy will invite the press to preview her Fall collection of dresses, suits and costumes. By invitation only. Daily trade showings thereafter at 1:00 P.M. Contact: LO. 3-0988. Publicity: Gladys Steiner at Lester Harrison, Inc., MU. 9-1630.		
Monday June 6 12:00 Noon Luncheon	PRESS PREVIEW: FALL LINGERIE AND HOSIERY	LUXITE LINGERIE & HOSIERY (330 FIFTH)	HOTEL AMBASSADOR DIPLOMAT SUITE
	Showing to the press of Luxite lingerie and hosiery for Fall and Winter, 1955. By invitation only. Publicity: Rita Jane Lysen, Daniel J. Edelman & Assoc., 440 Merchandise Mart, Chicago 54, Ill., Superior 7-7717. Contact: George M. Hawes, Holeproof Hosiery Co., 330 Fifth Ave., OX. 5-5880.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday June 6 12:00 Noon	OPENING OF FALL & WINTER COLLECTION	LOUIS GOLDSTEIN CO., INC.	512 SEVENTH AVENUE SHOWROOM - 32ND FLOOR
	"Things Look Good For Fall"--showing of Louis Goldstein's Fall and Winter coat and suit collection. (Show followed by luncheon). By invitation only. Contact: Dorothy Levine, CH. 4-3512.		
Monday June 6 12:30 P.M.	SHOWING OF TRANSITIONAL COTTONS	SAKS 34TH STREET	4TH FLOOR
	Saks 34th will present transitional cottons. Press invited. Open to public. (Note Change of Date). Publicity: Frances Eisner, LA. 4-7000.		
Beginning Monday June 6 2:30 P.M.	MISSES & PETITES FALL COLLECTION	VARDEN DRESS, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
	Varden Petite collection for Fall; introducing misses line, designed by Patrick. By reservation. Daily at 2:30. Contact: Miss Morris, PE.6-5460.		
Monday June 6 3:30 P.M. Cocktails	PRESS PREVIEW OF NEW FALL BAGS	STYLE-ART (162 MADISON AVENUE)	PLACE TO BE ANNOUNCED
	Style-Art will invite the press to preview new Fall bags, designed by Nat Holzman. By invitation. Publicity: Mildred Kaldor, MU. 9-5420.		
Monday June 6 4:00 P.M. Cocktails	PREVIEW: FALL SEPARATES COLLECTION	BELLCIANO, INC.	512 SEVENTH AVENUE SHOWROOM - 30TH FL.
	Showing of Bellciano's Fall separates collection, designed by Joset Walker. By invitation only. Contact: Peggy Cantor, LA. 4-2036.		
Monday June 6 4:30 P.M.- 7:00 P.M. Cocktails	PRESS PREVIEW: WOOL FABRICS FOR FALL	THE WOOL BUREAU, INC. (16 WEST 46TH STREET)	HOTEL NEW YORKER PARLORS "E" & "H"
	The Wool Bureau will present a press showing of wool fabrics for Fall 1955, featuring wool colors, textures and weights of key importance for the coming season. By invitation. Contact: Betty Tanner, PL. 7-5092. On June 7, 8, 9, 10, from 8:30 A.M. to 6:00 P.M., show open to buyers, fashion coordinators and merchandise managers. Contact: Toni Robin, PL. 7-5092.		

OPENING OF FALL COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.

MONDAY, JUNE 6		
Sport-Craft, Inc. . . .	10:30 A.M. & 2:30 P.M.	550 7th, LA. 4-9724
TUESDAY, JUNE 7		
Adler & Adler, Inc. . .	10:30 A.M.	550 7th, BR. 9-9600
Kane-Weill.	10:30 A.M.	498 7th, LO. 5-3041
WEDNESDAY, JUNE 8		
David M. Goodstein, Inc.	10:30 A.M.	498 7th, LA. 4-2577
Davidow	2:30 P.M.	550 7th, PE. 6-6909
THURSDAY, JUNE 9		
Zoltan-Rosenberg Co.. .	2:30 P.M.	550 7th, LA. 4-6691

Beginning Monday June 6	OPENING: FALL COAT & SUIT COLLECTION	MAX MILSTEIN, INC.	230 WEST 39TH STREET SHOWROOM - 9TH FLOOR
	Max Milstein's Fall collection at continuous showings. Contact: WI.7-4223.		
Beginning Monday June 6	PRESS PREVIEW OF FALL COLLECTION	THE NAPIER CO.	389 FIFTH AVENUE SHOWROOM - 8TH FLOOR
	Preview for resident buyers and press of the 80th Anniversary Fall collection of fashion jewelry and boutique gifts. Contact: MU. 5-7390.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday June 6	OPENING OF JUNIOR SEPARATES FOR FALL	ILENE RICKY, INC.	1407 BROADWAY SHOWROOM - 7TH FLOOR
	"Country Boutique"--City Squire Fall junior separates in highland colors and textures, designed by Stella Landre. Contact: Mary Balabus, LO.4-5537.		
Beginning Monday June 6	OPENING OF FALL COAT COLLECTION	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FL.
	Originala's Fall coat collection. By appointment. Contact: BR. 9-8988.		
Beginning Monday June 6	SCARVES, STOLES NECKWEAR FOR FALL	BAAR & BEARDS (TOP-HIT)	15 WEST 37TH STREET SHOWROOM - 10TH FL.
	Scarves, stoles, collars, shrugs, novelties and imports from Europe and India by Baar & Beards. Publ: Peggy O'Grady, 161 E. 37 St., MU. 9-5725.		
Beginning Monday June 6	OPENING OF FALL COLLECTION	GLENSDER TEXTILE CORP.	417 FIFTH AVENUE SHOWROOM - 9TH FLOOR
	Opening of the Fall collection of scarfs, stoles, cardigans, Glen-Tees T-shirts and neckline novelties. By appointment only. Publicity: Ann R. Silver Assoc., 551 Fifth Ave., MU. 7-8654.		

FALL OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA (FOGA)

MONDAY, JUNE 6		
Ben Barrack, Inc.	Continuous Daily	498 7th, LO. 4-3923
TUESDAY, JUNE 7		
Rudolf Gowns	9:00 A.M.	530 7th, WI. 7-6865
Ben Reig, Inc.	10:00 A.M., Tues., Wed., Thurs.	498 7th, CH. 4-1542
Herbert Sondheim, Inc.	10:30 A.M.	530 7th, LA. 4-7540
A. Goodman & Co., Inc.	10:30 A.M. & 1:30 P.M.	530 7th, WI. 7-4077
Jack Horwitz Assoc.	10:30 A.M. & 3:00 P.M.	498 7th, LO. 4-1860
David Levine Co.	2:30 P.M.	530 7th, LA. 4-0237
Paul Parnes Corp.	2:30 P.M.	498 7th, CH. 4-4600
Suzanne-Augustine, Inc.	2:30 P.M.	1 W. 47th, PL. 7-3465
Samuel Winston, Inc.	4:00 P.M.	530 7th, CH. 4-2617
WEDNESDAY, JUNE 8		
Frank Starr, Inc.	1:00 P.M.	530 7th, LA. 4-7690
Grabois	1:00 P.M. & 4:00 P.M.	498 7th, CH. 4-2767
Nat Kaplan, Inc.	1:15; Thereafter 10:30, 1:15, 4:00	498 7th, LO. 5-4115
Larry Aldrich Co., Inc.	2:30 P.M.	530 7th, CH. 4-1872
THURSDAY, JUNE 9		
William Fox, Inc.	1:00 P.M.	530 7th, OX. 5-4070
Harvey Berin Ltd.	1:00 P.M. & 4:00 P.M.	530 7th, PE. 6-0206
FRIDAY, JUNE 10		
Ed Gerrick, Inc.	2:30 P.M.	550 7th, LO. 4-1820
TUESDAY, JUNE 14		
Martin Simon, Inc.	Continuous Daily	498 7th, LA. 4-2877

Contact: Leonard W. Gendler, Exec. Sec., 1440 Broadway, CH. 4-6945.

Tuesday June 7 8:45 A.M. Breakfast	BREAKFAST CLINIC & "SEPTEMBER" ISSUE FASHIONS	SEVENTEEN MAGAZINE	HOTEL AMBASSADOR PARK AVE. & 51ST ST.
	Fall fashions from the September issue. Admission by ticket, for promotional tie-in stores. Contact: Frances Hodges, PL. 9-8100.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday June 7 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION	CHRISTIAN DIOR-NEW YORK, INC.	730 FIFTH AVENUE SALON - 7TH FLOOR
	Preview for the press of Christian Dior-New York collection for Fall. Trade opening at 2:30; showing for trade at 2:30 on June 9, 14, 15, 17. By invitation only. Contact: PL. 7-2024.		
Beginning Tuesday June 7 10:30 A.M.	OPENING OF FALL COLLECTION	MILAN PEZZUTO, INC.	498 SEVENTH AVENUE SHOWROOM - 15TH FL.
	Showing of dresses and costume suits, designed by Mr. Norman. Continuous showings. For appointments, contact: Alice Schneider, LO. 4-7940.		
Beginning Tuesday June 7 10:30 A.M.	OPENING: LINGERIE COLLECTION FOR FALL	MUNSINGWEAR, INC.	261 MADISON AVENUE SHOWROOM
	Showings--June 7, 8, 9 (10:30 & 2:30); June 10 at 8:45 A.M. for fashion coordinators; week of June 13 (10:30 & 2:30); June 20, 21, 22 (10:30 only). Contact: Rona Monell or Cliff Jensen, MU. 2-5580.		
Tuesday June 7 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION	EDWARD ABBOTT, INC.	530 SEVENTH AVENUE SHOWROOM
	Preview of Edward Abbott's Fall cocktail and evening fashions. By invitation. Trade showings thereafter at 10:30 A.M. Contact: CH. 4-4195.		
Beginning Tuesday June 7 11:00 A.M.	OPENING OF FALL COLLECTIONS	ARKAY; MARGOT; JUNIOR FORMALS	498 SEVENTH AVENUE SHOWROOM - 19 & 20
	Arkay Junior Frocks at 11:00 A.M. (thereafter at 11:00 and 3:00); Anne Fogarty of Margot, Inc. at 2:00 P.M. (thereafter at 10:00 and 2:00); Rappi of Junior Formals at 4:00 P.M. (thereafter at 11:30 and 4:00). Contact: Virginia Cummings, LO. 5-2626.		
Tuesday June 7-June 10 11:30 A.M.& 4:00 P.M.	OPENING: JOBÈRE COLLECTION FOR FALL	SPEAKER & GABER	530 SEVENTH AVENUE SHOWROOM - 20TH FL.
	Donn Auten design cocktail and short evening dresses for Fall on June 7, 8, 9, 10 only at 11:30 A.M. (luncheon) and 4:00 P.M. By invitation only. Contact: PE. 6-1938. Publicity: Laurel Cutler, TR. 9-6310.		
Beginning Tuesday June 7 11:45 A.M.	OPENING: FALL COAT AND SUIT COLLECTION	ZELINKA-MATLICK	512 SEVENTH AVENUE SHOWROOM - 14TH FL.
	Showing of Fall coat and suits at 11:45 A.M. daily. Contact: BR.9-5100. Publicity: Laurel Cutler at C.J. Herrick, 22 E. 67 St., TR. 9-6310.		
Tuesday June 7 12:00 Noon Luncheon	PRESS PREVIEW: FALL DRESS COLLECTION	DAN KELLER CO., INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FL.
	Dan Keller's Fall collection of casual dresses and ensembles for press and buyers. By invitation only. Publicity: Margaret Hodge, BR. 9-2643.		
Tuesday June 7 12:00 Noon	FALL COLLECTION BY MOLLIE PARNIS	PARNIS-LIVINGSTON, INC.	530 SEVENTH AVENUE SHOWROOM - 18TH FL.
	Showing of Fall collection daily at 12:00 Noon. Contact: BR. 9-5014.		
Tuesday June 7 12:30 P.M. Luncheon	PREVIEW OF NEW BRA COLLECTION	BREATHINBRA (389 FIFTH AVE.)	ST. REGIS HOTEL MAISONETTE ROOM
	Luncheon preview of all-elastic bras. By invitation only. Contact: Lewin, Williams & Saylor, 40 E. 49 St., MU. 8-6200.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Tuesday June 7 1:00 P.M.	OPENING OF FALL DRESS COLLECTION Dress collection designed by Miss Lee Evans; June 7-10 at 1:00 P.M. By invitation. Showing also, June 13-16. Contact: Jean Ring, OX. 5-4760.	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Tuesday June 7 1:00 P.M.	OPENING OF FALL COLLECTION Fall collection daily at 1:00 P.M. Contact: Bill Laird, BR. 9-1195.	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday June 7 1:15 P.M.	FALL COLLECTION BY GOTHE Evening and cocktail fashions for Fall. Publ.: Nona James, MU. 5-4843.	DAVID E. GOTTLIEB, INC.	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Beginning Tuesday June 7 2:00 P.M.	OPENING OF FALL COAT & SUIT COLLECTION Bellciano and Bellciette coats and suits and small groups designed by Paquin and Jacques Heim. Contact: Peggy Cantor, LA. 4-2036.	DAVE BELLSEY CO., INC.	512 SEVENTH AVENUE SHOWROOM - 30TH FLOOR
Tuesday June 7 2:30 P.M.	PREVIEW OF FALL DRESS COLLECTION Jerry Parnis will preview her Fall dress collection. By invitation only. Trade showings thereafter at 2:30 P.M. Publ.: Mildred Kaldor, MU. 9-5420.	JERRY PARNIS, INC.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Beginning Tuesday June 7 2:30 P.M.	OPENING OF FALL COLLECTION Presentation of Claire McCardell's Fall collection at 2:30 P.M. daily. By reservation. Contact: LO. 4-2155.	CLAIRE McCARDELL (TOWNLEY FROCKS)	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Tuesday June 7 2:30 P.M.	PREVIEW OF FALL DRESS COLLECTION Mam'selle's Fall dress collection, designed by Betty Carol, will be presented to resident buyers. By invitation. Daily showings at 2:30 P.M. Contact: Irving Manners, CH. 4-8876. Publ.: Eleanor Lambert, MU. 8-2130.	MAM'SELLE DRESS, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Tuesday June 7 3:00 P.M.	OPENING OF FALL COLLECTION Showing of Fall collection, designed by Madeleine Fauth. Daily showings thereafter, 11:00 and 3:00. Contact: Isabelle Crawford, BR. 9-7700.	"CLOTHES FOR YOU", INC.	1400 BROADWAY SHOWROOM - 11TH FLOOR
Tuesday June 7 4:00 P.M. Cocktails	PRESS PREVIEW: FURS BY RALPH MARANO Russeks will present their Fall 1955 wholesale fur fashions by Ralph Marano. By invitation only. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	390 FIFTH AVENUE WHOLESALE - 9TH FLOOR
Tuesday June 7 4:00 P.M.	NINETEENTH ANNUAL COLLEGE CLINIC "Mademoiselle" preview of back-to-school fashions from the August college issue. By invitation only, for official tie-in stores. Contact: Ninki Hart, Promotion Dept., PL. 9-2080.	MADEMOISELLE MAGAZINE (575 MADISON AVENUE)	HOTEL SHERATON ASTOR GRAND BALLROOM
Beginning Tuesday June 7 4:00 P.M.	OPENING OF FALL COLLECTION Fall collection of dresses, costumes and suits at 4:00 P.M. daily. By reservation. Publicity: Pauline Greene, 10 East 39th St., MU. 3-1150 or PE. 6-5547.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday June 7 4:30 P.M. Cocktails	PREVIEW: FALL DRESS & SEPARATES COLLECTIONS	GINSBURG & ABELSON	WALDORF-ASTORIA EMPIRE & SERT ROOMS
	Preview for buyers and press of "Young Viewpoint" dresses and "Kaye Greer" separates for Fall, designed for half-sizes. Fashion show, 5:15 P.M., Sert Room. By invitation. Publicity: Saul Kreig Associates, PL. 3-1543.		
Tuesday June 7 5:00 P.M.	PREVIEW: FALL COUTURE, BOUTIQUE COLLECTIONS	JANE DERBY	785 FIFTH AVENUE SHOWROOM - 5TH FLOOR
	Jane Derby's Fall couture and boutique collections will be presented to the press. By invitation. Trade at 10:30 A.M.-June 8, 10, 14, 16. Contact: Estelle Marr, PL. 5-1830. Publicity: Eleanor Lambert, MU. 8-2130.		
Beginning Tuesday June 7	OPENING: JO DOLF FALL COLLECTION	ADOLPHE ZELINKA & CO.	230 WEST 38TH STREET SHOWROOM - 10TH FLOOR
	"The Look of Elegance"--a collection of Fall coats, suits and ensembles in junior sizes. Contact: LO. 4-7522. Publ: Laurel Cutler, TR. 9-6310.		
Beginning Tuesday June 7	OPENING OF FALL COLLECTION	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FL.
	Fall collection of cocktail, formal and date dresses. Contact: WI. 7-9472.		
Beginning Tuesday June 7	OPENING: FALL AND HOLIDAY COLLECTION	SCHIAPARELLI LINGERIE	210 MADISON AVENUE SHOWROOM - 8TH FLOOR
	Informal showings to press and retailers. Contact: OR. 9-0192.		
Beginning Tuesday June 7	FORMAL FASHIONS BY TED SHORE	WILL STEINMAN, INC.	525 SEVENTH AVENUE SHOWROOM - 18TH FL.
	Youthful formals for Fall, designed by Ted Shore. Contact: WI. 7-7326.		
Wednesday June 8 10:30 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Fall collection of couture coats and suits. By invitation. Daily showings at 10:30 A.M. Publicity: Rose Hilton, 475 Fifth Ave., MU. 5-5133.		
Wednesday June 8 12:00 Noon Champagne	FALL COLLECTION DESIGNED BY ESTEVEZ	GRENELLE	550 SEVENTH AVENUE SHOWROOM - 18TH FL.
	Preview of Grenelle's Fall cocktail and evening fashions, designed by Estevez. By invitation. Daily showings, 12:00 Noon. Contact: LO.4-5820.		
Wednesday June 8 12:30 P.M. Luncheon	PREVIEW OF FALL BLOUSE COLLECTION	ALICE STUART, INC.	WALDORF-ASTORIA EMPIRE ROOM
	Alice Stuart will preview her Fall blouse collection. By invitation only. Publicity: Ruth Hammer Assoc., 2 W. 59th St., EL. 5-7872.		
Beginning Wednesday June 8 1:00 P.M.	OPENING OF FALL JUNIOR COLLECTION	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	Fall dresses, coats and suits, designed by Anne Klein, at 1:00 P.M. and 4:00 P.M. daily. Contact: LO. 4-0462.		
Wednesday June 8 2:30 P.M.	PRESS PREVIEW: FALL COLLECTION BY BRIGANCE	SPORTSMAKER, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Sportsmaker will present a press preview of Brigance's Fall collection of blouses, separates and dresses. By invitation. Daily trade showings at 2:30 P.M. beginning Thursday, June 9. Contact: Julie Isles, LO. 3-1534.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Wednesday June 8 2:30 P.M.	OPENING OF FALL COLLECTION Ira Rentner's Fall collection of costume suits, daytime and cocktail dresses at 2:30 P.M. daily. Contact: LA. 4-0162.	IRA RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Wednesday June 8 3:00 P.M.	OPENING OF FALL DRESS COLLECTION Opening of Fall dress collection for the 5-feet-5 or under, with daily showings thereafter at 3:30 P.M. Contact: Isabelle Crawford, BR. 9-7700.	LESLIE FAY	1400 BROADWAY SHOWROOM - 11TH FLOOR
Wednesday June 8 4:00 P.M. Cocktails	PREVIEW OF FALL SPORTSWEAR COLLECTION Preview of Greta Plattry's Fall collection of separates and sportswear. By invitation. Publicity: Margaret Hodge, BR. 9-2643.	PLATTRY COUNTRY WEAR	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Beginning Wednesday June 8 4:00 P.M.	OPENING: FALL COLLECTION BY KASPER Showing of Fall collection by Kasper at continuous daily showings. Contact: CH. 4-3914.	ARNOLD & FOX	530 SEVENTH AVENUE SHOWROOM
Thursday June 9 8:45 A.M.- 2:00 P.M.	ANNUAL FALL FASHION CLINIC Fall Fashion Clinic and Exhibit for retail executives, resident buyers, textile firms and advertising agencies. By reservation only. Contact: Monroe E. Michels, MU. 5-4400.	PARENTS' MAGAZINE (52 VANDERBILT AVE.)	HOTEL SHERATON ASTOR GRAND BALLROOM
Thursday June 9 9:00 A.M. Breakfast	PREVIEW: LEATHER & SUEDE FASHIONS Samuel Robert will present his Fall fashions in leather and suedes. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	SAMUEL ROBERT (1407 BROADWAY)	HOTEL AMBASSADOR TRIANON ROOM
Thursday June 9 10:30 A,M.	PRESS PREVIEW OF FALL COLLECTION Tina Leser's Fall collection will be presented to the press. By invitation. Contact: Martin Nelson, EL. 5-5540.	TINA LESER	23 WEST 57TH STREET SHOWROOM - 3RD FLOOR
Beginning Thursday June 9 11:30 A.M.	OPENING OF FALL DRESS COLLECTION Countess Alexander will present her Fall collection of afternoon, cocktail and evening fashions at 11:30 A.M. daily. Contact: CH. 4-5693.	COUNTESS ALEXANDER	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Thursday June 9 12:30 P.M. Luncheon	PRESS PREVIEW: FALL-WINTER FUR COLLECTION Press showing of Leo Ritter's Fall and Winter fur collection. By invitation. Publicity: Eleanor Lambert, 785 Fifth Ave., MU. 8-2130.	RITTER BROTHERS (224 WEST 30TH ST.)	HOTEL PLAZA BALLROOM
Thursday June 9 1:00 P.M.	PREVIEW OF FALL DRESS COLLECTION Fall dress collection, designed by Alan Phillips. By invitation. Daily trade showings at 1:00 P.M. Publicity: Ken R. Williams, JU. 6-8217.	RICHARD COLE, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Thursday June 9 1:00 P.M.	PRESS PREVIEW OF FALL COLLECTION Preview of William Fox's Fall collection. By invitation. Trade showings at 1:00 P.M. thereafter. Publicity: Mildred Kaldor, MU. 9-5420.	WILLIAM FOX, INC.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday June 9 2:30 P.M.	OPENING OF FALL COLLECTION	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FL.
	Pauline Trigere's Fall collection will be presented at 2:30 P.M. Also, June 10 at 10:30 and 2:30; June 14, 15, 16 at 2:30 P.M. By invitation only. Contact: Cecille Gordon, LO. 3-1600.		
Beginning Thursday June 9 2:30 P.M.	OPENING OF FALL COLLECTION	CLARE POTTER, INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FL.
	Clare Potter will present her Fall collection from June 9 to June 17 at 2:30 P.M. By invitation. Contact: Lorraine Kehoe, PE. 6-4167.		
Thursday June 9 2:30 P.M.	FALL COLLECTION BY CEIL CHAPMAN	SAMUEL CHAPMAN, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	Showing at 2:30 P.M. daily. By invitation. Publ: Alto Schifrine, LA. 4-5800.		
Thursday June 9 4:00 P.M.	OPENING OF FALL COLLECTION	MARIA KRUM, INC.	41 WEST 56TH STREET SALON
	Showing of Maria Krum's daytime, afternoon and cocktail fashions. By invitation. Contact: Dick Collin, CI. 7-3060.		
Friday June 10 9:00 A.M. Breakfast	PREVIEW OF BRANELL FALL COLLECTION	BLUMENSTEIN, ROSS & LENTZ	530 SEVENTH AVENUE SHOWROOM - 27TH FL.
	Press preview of the Branell Fall collection. By invitation. Daily trade showings thereafter at 2:30 P.M. Publ: Mildred Kaldor, MU. 9-5420.		
Friday June 10 10:00 A.M.	SHOWING OF "THE HARPER'S BAZAAR LOOK"	HARPER'S BAZAAR	HOTEL AMBASSADOR BALLROOM
	Preview of fashions from the Harper's Bazaar August issue. By invitation only for tie-in stores. Contact: Berta MacDonald, PL. 1-2100.		
Friday June 10 11:00 A.M.	PREVIEW OF FALL COLLECTION	B. H. WRAGGE	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Presentation of B. H. Wragge's collection for Fall. Trade showings June 13, 14, 15, 20, 22 at 10:30 A.M. By invitation only. Publicity: Marian C. Mitchell at B. H. Wragge, WI. 7-4968.		
Friday June 10 11:00 A.M.- 1:00 P.M.	PARTY TO INTRODUCE NEW CORSET DESIGN	TRU BALANCE CORSET, INC. (LA GAINE SCANDALE)	136 MADISON AVENUE (32ND ST.- 12TH FL.)
	Press party to meet M. Henri Perrier who will introduce a new design in corsetry. By invitation. Publicity: Gertrude Sachs, PL. 8-2400.		
Monday June 13- June 17	CORSET & BRASSIERE FALL MARKET WEEK	CORSET & BRASSIERE INDUSTRY	SHOWROOMS AND HOTELS
	Contact: Mary Osborne, Corset and Brassiere Ass'n, 200 Madison, LE. 2-9440.		
Monday June 13 10:30 A.M.& 11:00 A.M.	OPENING OF FALL COLLECTIONS	SAM FRIEDLANDER, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FL.
	Showing of Sam Friedlander's cocktail and evening dresses at 10:30 A.M. and Separables at 11:00 A.M. Contact: PE. 6-2663.		
Monday June 13 12:00 Noon Buffet	PRESS PREVIEW OF FALL COLLECTIONS	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FL.
	"Fashion Vista"--press showing of Sylvan Rich's Martini and Leisure Boutique collections. By invitation only. Trade daily thereafter at 10:30 A.M. Publicity: Mildred Kaldor, MU. 9-5420.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday June 13 2:30 P.M. Cocktails	PRESS PREVIEW: FALL-WINTER FUR COLLECTION	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM - 16TH FL.
	"Féminité Collection"--Fredrica Furs (Arthur Schwartz, designer) Fall and Winter custom fur collection. By invitation. Daily trade showings from Tuesday, June 14 at 10:00 A.M. By appointment. Contact: CH. 4-8686.		
Monday June 13 4:00 P.M. Cocktails	PRESS PREVIEW: FALL FUR COLLECTION	CHRISTIAN DIOR FOURRURES, INC.	224 WEST 30TH STREET SHOWROOM
	Preview of Christian Dior's Fall fur collection. By invitation only. Contact: LO. 4-4980.		
Monday June 13 5:00 P.M.-7:00 P.M.	PREVIEW: FALL BRAS & READY-TO-WEAR FASHIONS	MAIDEN FORM BRASSIERE CO. (200 MADISON AVE.)	WALDORF-ASTORIA GRAND BALLROOM
	Fall fashions by leading designers with new Fall Maiden Form bras. By invitation only. Publicity: Inez Foster at Maiden Form, OR. 9-0111.		
Beginning Monday June 13	OPENING OF FALL COLLECTION	CORO, INC.	47 WEST 34TH STREET SHOWROOM - 3RD FLOOR
	Opening of Fall collection of Coro and Corocraft fashions in jewelry. By appointment only. Publicity: Ann R. Silver Associates, MU. 7-8654.		
Tuesday June 14 8:45 A.M. And 12:00 Noon	ANNUAL SHOWING OF FOUNDATION FASHIONS	THE WARNER BROS. CO. (BRIDGEPORT, CONN.)	HOTEL SHERATON ASTOR BALLROOM
	"Partners in Fashion"--Warner's will present foundation fashions at two showings--8:45 A.M. breakfast, showing at 9:30 A.M.; 12:00 Noon luncheon, showing at 1:00 P.M. Admission by ticket only. Publicity: Marion Sherwood, 200 Madison Ave., MU. 3-1194.		
Tuesday June 14 11:30 A.M.	PRESS PREVIEW: SOPHIE READY-TO-WEAR ORIGINALS	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
	Ready-to-wear Sophie Originals for Fall and Winter, designed by Sophie, in collaboration with Stephen Erklin. By invitation only. Sophie Publ.: Grace de Mun, PL. 3-4000, Ext. 7064 or RE. 7-4206.		
Tuesday June 14 11:30 A.M.& 3:30 P.M.	PREMIERE OPENING OF COCKTAIL FASHIONS	THE DATE LINE	498 SEVENTH AVENUE SHOWROOM - 20TH FL.
	Showing of the new Date Line cocktail dresses, designed by Gaston Mallet. Daily showings thereafter: 10:00-12:00 & 2:00-4:00. By reservation. Contact: Mr. Bus Siegenfeld, BR. 9-2680.		
Tuesday June 14 2:30 P.M.	OPENING OF FALL DRESS COLLECTION	MAURICE RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM - 16TH FL.
	Maurice Rentner will present his Fall dress collection on Tues., June 14 at 2:30; Wed., June 15 at 10:30 and 2:30; Thurs., June 16 at 2:30. Press and trade by reservation. Contact: Herman Seigenfeld, LA. 4-6968.		
Wednesday June 15 12:00 Noon Luncheon	PRESS PREVIEW: NEW SEWING MACHINE	BROTHER INTERNATIONAL CORP. (122 W. 27TH ST.)	HOTEL PIERRE ROOF
	Special preview of new sewing machine. By invitation only. Publicity: Bette Crumpacker at Allardice-Ridgway, 117 E. 37th St., MU. 3-9572.		
Wednesday June 15 4:30 P.M.-6:30 P.M.	CORSET AND BRASSIERE MERCHANDISING FORUM	WOMEN'S WEAR DAILY (7 EAST 12TH STREET)	HOTEL NEW YORKER TERRACE ROOM
	"Coordinating Figures and Fashions". Admission by ticket only; contact: Forum Dept. at Women's Wear Daily. Publicity: AL. 5-5252, Ext. 415.		